

CITY OF HOUSTON
REQUEST FOR PROPOSAL (RFP)
SOLICITATION NO.: T24099

Date Issued: March 25, 2016

**Pre-Proposal Questions
Deadline:** April 14, 2016@ 12:00 p.m. CST

Solicitation Due Date: April 28, 2016@ 2:00 p.m. CST

Solicitation Contact Person: Derrick McClendon
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Project Summary: One year contract for the Affordable Housing and Economic Development Investment Study.

Project Description: The City of Houston ("City"), Housing and Community Development Department (HCDD) seeks submittals in response to this Request for Proposals (RFP) from a consultant qualified and experienced in conducting Research and Analytical Services that must provide objective data, sound qualitative and quantitative analysis. This RFP is in connection with the HOME Investment Partnerships Program (HOME), the Community Development Block Grant Program (CDBG) including the Disaster Recovery Program, the first and third allocation of funding of the Neighborhood Stabilization Program (NSP), and other City of Houston sources (depending on funding availability), pursuant to applicable regulations required to administer these grants.

NIGP Code: [918-79]

MWBE Goal: 24%



Neal Rackleff, Director (or designee)



Date

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PART I – GENERAL INFORMATION

1.0 General Information

The City of Houston ("City") Housing and Community Development Department (HCDD) seeks submittals in response to this Request for Proposals (RFP) from a consultant qualified, and experienced in conducting Research and Analytical Services that must provide objective data, sound qualitative and quantitative analysis.

2.0 City of Houston Background

The City of Houston's (HCDD) provides the leadership and financing to make affordable housing and neighborhood revitalization happen in Houston. To this end, the City is seeking to assess qualitative and quantitative research services and management of activities to adequately address the Affordable Housing and Economic Development Investment Study.

3.0 Solicitation Schedule

Listed below are the important dates for this Request for Proposal (RFP).

| <u>EVENT</u> | <u>DATE</u> |
|--|--------------------|
| Date of RFP Issued | March 25, 2016 |
| Questions from Proposers Due to City | April 14, 2016 |
| Proposals Due from Proposers | April 28, 2016 |
| Notification of Intent to Award (<i>Estimated</i>) | May 9, 2016 |
| Council Agenda Date (<i>Estimated</i>) | May 25, 2016 |
| Contract Start Date (<i>Estimated</i>) | July 1, 2016 |

PART II – SCOPE OF WORK/TECHNICAL SPECIFICATIONS

1.0 Objective

This Request for Proposal's (RFP) endeavors to select a qualified, responsive, and reasonable consultant who will conduct a quantitative and qualitative research and management of activities related to the affordable housing and economic development investment study.

2.0 Study Requirements

The Proposer(s) will be required to:

- a) Provide for the collection and analysis of relevant information.
- b) Create an internal index of housing market conditions that will identify areas of interest and develop intervention strategies for each such area.
- c) Identify and target where resources can influence the market.
- d) Organize data on corridors of commercial activity to guide investment decisions.
- e) Describe and analyze local markets using a representative set of market data at a census block group level through one or more GIS and spatial planning techniques.
- f) Visit and tour the neighborhoods under a analysis to confirm the level of consistency with the initial analysis.
- g) Create an internal index of housing market conditions that will identify areas of interest and develop intervention strategies for each such area.
- h) Modify the analysis as needed and conduct additional site visits to confirm various neighborhoods consistency with the analysis, identify and target where resources can influence the market.
- i) Gather, organize and use other besides set of initial data to enhance the analysis so that it may be used for site and neighborhood planning activities.

3.0 Proposer Credentials

3.1 Profile

Each proposal must include a profile of the proposer's experience developing and conducting affordable housing and economic development investment studies.

3.2 Key Personnel

The Proposer shall identify the key personnel that will be committed to the project. The City reserves the right to reject any key personnel proposed if it is determined in the City's best interest. All key personnel must be committed to the project at the appropriate time level. Proposer understands that the qualifications and experience of key personnel proposed will be factored into the evaluation process; therefore, key personnel must not be replaced without the approval of the City. Any approved substitutions must be with personnel of equal or better qualifications. In addition, any other commitments must not conflict with the level of commitment proposed for this project.

3.3 References

All proposers must provide at least five (5) client references that have received comparable and satisfactory affordable housing and economic development investment services from the proposer within the last ten

(10) years. Proposer shall include the contact person, governmental entity, address, telephone number, project start and end dates, and a brief description of the project.

4.0 Proposed Strategy and Operational Plan

- a) Provide a detailed description and methodology of the proposed plan for the affordable housing and economic development investment services, which should include, but not be limited to the following:
- b) A brief statement of the Proposers understanding of the work to be done; and
- c) A detailed description that clearly defines the method of approach and timeline that will be utilized in the successful achievement of the RFP's intended Scope of Work.
- d) Provide five (5) letters of references from clients the Proposer has provide research and data analysis on related projects.

5.0 Schedule of Deliverables

- 5.1 Unless otherwise agrees by successful responder and the Housing and Community Development Department (HCDD), deliverables will be as follows:

Deliverables

1. Project Statement of Work for the Affordable Housing and Economic Development Investment Study to include, but not limited to:
 - a. Project Planning and Budget
 - b. Risk Management
 - c. Monthly Status Reports
 - d. Project Scope Management
 - e. On Going Communication Plan
 - f. Conduct Field Evaluation and Commercial Study
 - g. Investment Evaluation and Validation with local Experts and Commercial Study
 - h. Present Investment and Commercial Corridor methodology, analysis and results to HCDD

6.0 Price

- 6.1 Proposer shall include a budget for the Primary as described below.

Budget

The proposed budget for this project should be as detailed as possible and enclosed in a separate sealed envelope marked "Price Proposal". Please provide a schedule of hourly billing rates for any additional services. All reimbursable expenses, including copies, mail and mileage must be included in the budget.

Billing should occur on the basis of milestones, as supported by monthly status reports corresponding to the required deliverables.

The City will consider the overall pricing for the comprehensive solution in its selection process.

PART III – EVALUATION AND SELECTION PROCESS

An evaluation committee will evaluate responsive proposals in accordance with the evaluation criteria listed below. Upon completion of the evaluation, the committee may develop a short list of Proposer(s) meeting the technical competence requirements. Price proposals of those shortlisted will be evaluated once they are identified by the evaluation committee. The shortlisted Proposer(s) may be scheduled for a structured oral presentation, demonstration and/or interview. Such presentations will be at no cost to the City of Houston. At the end of the oral presentation, demonstration and/or interview, the evaluation of the shortlisted Proposer(s) will be completed. However, the evaluation committee reserves the right to issue letter(s) of clarification when deemed necessary to any or all Proposer(s). The oral presentations, demonstrations and/or interviews may be recorded and/or videotaped.

1.0 Interviews/Oral Presentations/Demonstrations

The City reserves the right to request and require that each Proposer provide a final presentation of its proposal at a scheduled date and time. No Proposer is entitled to this opportunity, and no proposer will be entitled to attend presentations of any other Proposer. The purpose of the presentations is to inform the work of the evaluation committee. If necessary, Proposers may be required to make more than one presentation or demonstration.

1.0 Selection Process

Upon review of all information provided by shortlisted proposers, the evaluation committee will make a recommendation for selection to City officials. The City reserves the right to check references on any projects performed by the proposer whether provided by the proposer or known by the City. Selected proposal will be submitted for approval by the appropriate City officials. The City of Houston intends to select a proposal that best meets the needs of the City and provides the overall best value. Upon approval of the selected Proposer, a contract will be executed by the appropriate City officials.

3.0 Best and Final Offer

City reserves the right to request a Best and Final Offer from finalist Proposer(s), if it deems such an approach necessary. In general, the Best and Final Offer would consist of updated costs as well as answers to specific questions that were identified during the evaluation of Proposals.

If City chooses to invoke this option, Proposals would be re-evaluated by incorporating the information requested in the Best and Final Offer document, including costs, and answers to specific questions presented in the document. The specific format for the Best and Final Offer would be determined during evaluation discussions. Turnaround time for responding to a Best and Final Offers document is usually brief (i.e., five (5) business days).

4.0 Evaluation Criteria

4.1 Price Proposal

To be enclosed in a separate sealed envelope marked "Price Proposal". The price proposal shall include a detailed budget for each of the following:

1. Project Statement of Work for the affordable housing and economic development investment study deliverables including and not limited to :
 - a. Project Planning and Budget
 - b. Risk Management
 - c. Monthly Status Reports
 - d. Project Scope Management
 - e. On Going Communication Plan
 - f. Conduct Field Evaluation and Commercial Study
 - g. Investment Evaluation and Validation with local Experts and Commercial Study
 - h. Present Investment and Commercial Corridor methodology, analysis and results to HCDD

4.2 Expertise/Experience/Qualification/Personnel

- a. Provide a written statement describing the Offeror's background information, history, resources and/or track record, number of years of experience in the business under his/her current name. Please limit to three (3) pages.
- b. Provide an organizational chart of proposed team or staff for this project.
- c. Provide resumes of key personnel whom will be responsible for the delivery of the services/project.
- d. Provide copies of key personnel certifications and/or licenses
- e. Provide resumes, certifications, titles and functions of key personnel whom will be responsible for the delivery of the data and research for the market value analysis

4.3 Financial Statements-Company Strength

4.5 Responsiveness of Proposal

Proposal shall be responsive to all material requirements that will enable the evaluation committee to evaluate proposals in accordance with the evaluation criteria so as to make a recommendation to City officials.

PART IV – SUBMISSION OF PROPOSAL

1.0 Instructions for Submission

- 1.1 Number of Copies. Please submit **one (1)** original signed Proposal, (in BLUE ink), and **one (1)** electronic labeled thumb drive submitted in a sealed envelope bearing the assigned Solicitation Number, located on the first page of the RFP document to:

City Secretary's Office
City Hall Annex, Public Level
900 Bagby Street
Houston, Texas 77002

The City of Houston shall bear no responsibility for submitting responses on behalf of any Proposer. Proposer(s) may submit their Proposal to the Office of the City Secretary's Office any time prior to the stated deadline.

- 1.2 Time for submission: Proposals shall be submitted no later than the date and time indicated for submission in this RFP. Late submittals will not be considered and will be returned unopened.
- 1.3 Format: Proposal should be left-bound with information on both sides of the page when appropriate. Material should be organized following the order of the submission requirements separated by labeled tabs. Expensive paper and bindings are discouraged since no materials will be returned, nor will any of these materials be reimbursed.
- 1.4 Complete submission: Proposers are advised to carefully review all the requirements and submit all documents and information as indicated in this RFP. Incomplete proposals may lead to a proposal being deemed non responsive. Non-responsive proposals will not be considered.
- 1.5 Packaging and Labeling: The outside wrapping/envelope shall clearly indicate the RFP Title and date and time for submission. It shall also indicate the name of the proposer. The Price Proposal shall be submitted in a separate sealed envelope. The envelope shall clearly identify the content as "Price Proposal". All other submission requirements shall be included with the Technical Proposal.

- 1.6 Timely delivery of Proposals: The Proposal, including the Technical Proposal, the Pricing Proposal and signed Contract, must be delivered by hand or sent to the City Secretary's Office through U.S. Mail or other available courier services to the address shown on the cover sheet of this RFP. Include the RFP number on any package delivered or sent to the City Secretary's Office and on any correspondence related to the Proposal. If using an express delivery service, the package must be delivered to the designated building. Packages delivered by express mail services to other locations might not be re-delivered in time to be considered.
- 1.7 Late Proposals: The proposer remains responsible for ensuring that its Proposal is received at the time, date, place, and office specified. The City assumes no responsibility for any Proposal not so received, regardless of whether the delay is caused by the U.S. Postal Service, the courier delivery service, or some other act or circumstance.

2.0 Submission Requirements

- 1.1 Cover letter: The cover letter shall be signed by an authorized representative of the Proposer. The letter should indicate the Proposer's commitment to provide the services proposed. Also, the cover letter shall identify the members of the team that comprise the Proposer. Indicate the organizational relationship of the team members.
- 2.2 Offer and Submittal Form: Exhibit 1
- 2.3 Executive Summary: The executive summary should include a brief overview of the solution proposed, the overall strategy for implementation, the key personnel who will be responsible for seeing the project through completion, and a rationale for proposing the software for implementation at the City. The executive summary shall also include the timeline for deliverables and highlight any other requirements that are noted in the detailed proposed plan. Attach a proposed organization chart for the project.
- 2.4 Methodology and Solutions Proposed:
- 2.4.1 Provide a detailed proposed plan of action describing and indicating how all requirements will be met. Submit a matrix summarizing how each of the requirements will be met and indicating the resources that the City must commit to ascertain successful project.
- 2.4.2 Provide a detailed proposed approach to provide the deliverables outlined in the RFP.
- 2.5 Qualifications and Experience of the Proposer:
- 2.5.1 The proposer shall include the qualifications and experience of key personnel and additional staff that would be associated with the project.
- 2.5.2 The proposer shall include the qualifications and experience of licensed attorney(s) or law firm who will be associated with the project.
- 2.5.3 The proposer shall provide a listing and disposition of all state and federal court cases in which it, including its principal researcher, participated and which involved their research or consultation in disparity studies and availability and utilization studies.
- 2.5.4 The proposer shall include at least five (5) references of past clients that have received comparable and satisfactory disparity, availability or utilization analysis services within the past ten (10) years.
- 2.6 Qualifications of Key Personnel: Provide chronological resumes of the key personnel that will be assigned to the project. Please provide at least three (3) references of projects where key personnel performed in a similar role as that proposed for this project. Please complete Form 2 for each reference and Form 3 to depict all key personnel and their availability.
- 2.7 M/WBE Participation: Proposer shall identify the M/WBE participation level and the role that each M/WBE firm will have in the project implementation. Since M/WBEs proposed are considered part of

the team, the Proposer shall include all relevant information necessary to effectively perform the evaluation of the proposal as it relates to the submission requirements listed in this section.

- 2.8 Financial Stability. Provide the audited financial statements or Federal Tax Forms Filed to the Internal Revenue Service (IRS) for the past two fiscal years. At a minimum, include the letter of opinion, balance sheet, schedules, and related auditor's notes.
- 2.9 Exceptions to Standard Contract. Submit any exceptions to the standard contract and include the rationale for taking the exception. Provide rationale for objections to the Article. Such exceptions will be considered when evaluating the Proposer's response to this RFP. If you are proposing alternate language, please include the language for consideration.
- 2.10 Legal Actions. Provide a list of any pending litigation and include a brief description of the reason for legal action.
- 2.11 Conflict of Interest. Provide information regarding any real or potential conflict of interest. Failure to address any potential conflict of interest upfront may be cause for rejection of the proposal.
- 2.12 Other. Submit any information the Proposer deems pertinent to demonstrating its qualifications to perform the services being requested such as memberships in any professional associations, documents, examples, and others.
- 2.13 Forms and Certifications: Complete all forms and certifications attached, as appropriate.
- 2.14 Price Proposal: Please submit price proposal in a separate sealed envelope marked "Price Proposal".

Part V – SPECIAL CONDITIONS

1.0 No Contact Period

Neither Proposer(s) nor any person acting on Proposer(s)'s behalf shall attempt to influence the outcome of the award by the offer, presentation or promise of gratuities, favors, or anything of value to any appointed or elected official or employee of the City of Houston, their families or staff members. All inquiries regarding the solicitation are to be directed to the designated City Representative identified on the first page of the solicitation.

Upon issuance of the solicitation through the pre-award phase and up to the date the City Secretary publicly posts notice of any City Council agenda containing the applicable award, aside from bidder's formal response to the solicitation, through the pre-award phase, written requests for clarification during the period officially designated for such purpose by the City Representative.

Neither Proposers(s) nor persons acting on their behalf shall communicate with any appointed or elected official or employee of the City of Houston, their families or staff through written or oral means in an attempt to persuade or influence the outcome of the award or to obtain or deliver information intended to or which could reasonably result in an advantage to any bidder. However, nothing in this paragraph shall prevent a bidder from making public statements to the City Council convened for a regularly scheduled session after the official selection has been made and placed on the City Council agenda for action, or to a City Council committee convened to discuss a recommendation regarding the solicitation.

2.0 Equal Opportunity Employment

The City of Houston Ordinance Section 15-17 establishes Equal Employment Opportunity Contract Compliance requirements for all City of Houston contracts involving the expenditure of Fifty Thousand Dollars (\$50,000) or more. Any contract for professional services that results from this RFP will provide that the failure to carry out the requirements set forth in the City of Houston Equal Employment Opportunity Program shall constitute a breach of contract and may result in termination of the agreement or contract. In addition, the City may take any such additional remedy as deemed appropriate.